INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1556 — Washington, D. C. — October 1, 1955

Concentrated Tangerine Juice

The Agricultural Marketing Service of USDA has issued U. S. standards for grades of concentrated tangerine juice for manufacturing, the first to be formulated for this product.

The standards apply to concentrated tangerine juice preserved by any approved commercial method. They provide for commercial grades A and C for manufacturing. Before applying the standards, the product is reconstituted to a Brix of between 10.6 and 11.6 degrees. The Brix-acid ratio requirement for Grade A is not less than 9 to 1 nor more than 18 to 1, and for Grade C not less than 9 to 1 nor more than 21 to 1. The color and flavor of the product are given special emphasis in assigning the grade.

The standards were announced September 27 and will become effective October 31. They were developed at the request of processors and handlers and are essentially the same as those proposed in June.

Better Living Magazine

The food section in the October issue of *Better Living* magazine, under the title "Simpler with a Plan," features many canned foods.

The first of the series of four articles, "Short-Cut Suppers," by Esther Kimmel, food editor, gives four menus and accompanying recipes for quick suppers. Canned foods included are cream of mushroom soup, tomato sauce, chili sauce, pineapple, ripe olives, peaches, cranberry juice, pears, cream of celery soup, apricot nectar, chicken fricassee, onions, mushrooms, tongue, consomme, corned beef hash, and spaghetti sauce.

Another in the series is "Hearty, Hurry Lunches" by Elizabeth Cook, associate food editor. It contains eight recipes. Canned deviled ham, peaches, meat balls, tomatoes, carrots, cranberry sauce, cream of mushroom soup, mushrooms, and ripe olives are included in the ingredients of the recipes.

Better Living is sold in many supermarkets throughout the country.

Consumer Service Division Issues New Television Kit

The N.C.A. Consumer Service Division has initiated a new type of canned foods press release—a special kit for use by women who present food shows on television.

The kit contains photographs and recipes that can be put in front of a television camera and a suggested script that is so written that it may be adapted for programs of different length.

The kit is designed to enable television performers to present the canned foods feature on television after only a little preparation. The first kit was mailed last week to a selected list of TV stations in 76 cities.

The kit was designed in response to requests and suggestions from women who do the demonstration type of show, as well as from those who do food shows with little actual demonstration.

In addition to the food photographs, recipes and script, the kit contains a list of props, with suggestions for a photogenic color scheme, and a list of ingredients that are needed when the recipes actually are prepared on television.

Each kit is furnished to television food editors on an "exclusive in your city" basis.

Food Broker Directory

The newest edition of the directory of members of the National Food Brokers Association has been mailed by N.F.B.A. to all canners and other food processors.

The book lists the 1,700 member firms of N.F.B.A. and shows the types of products handled by each. The directory also lists executive personnel, addresses, and telephone numbers.

The directory is published every other year and is distributed without charge to established business firms. It can be obtained by writing on company letterhead to the N.F.B.A., 527 Munsey Bldg., Washington 4, D. C.

Marketing Peeled Potatoes

The potato peeling industry is marketing its products—peeled whole, cut, sliced, and diced potatoes—in nearly every metropolitan area, according to a report by the Agricultural Marketing Service of USDA.

Potato peeling plants are producing french-fry sticks and crinkle-cut slices, slices for hashbrowning, diced potatoes for salads and canning, and peeled whole potatoes for boiling and mashing.

Restaurants and institutions are the principal customers for potatoes being marketed in these ready-to-cook forms. In 1954, according to unofficial estimates, these outlets used a total of 64 million bushels of potatoes.

In 1953 the peeled potato industry prepared about 3.2 million bushels, amounting to approximately 5 percent of the total quantity of potatoes used by restaurants and institutions.

At the time of the USDA survey, in August and September of 1954, more than 100 plants were operating. Charges for peeling ranged from 3 to 6 cents a pound.

Packages in which the peeled potatoes were sold ranged in size from 12 ounces for retail stores to 60 pounds for institutions. Containers were largely of polyethylene or of paper that had been treated to improve its wet strength.

The plants participating in the survey used three methods of peeling: abrasive, caustic (lye), and steam. The plants using the abrasive method were the most numerous and peeled the most potatoes, although the plants using the caustic method peeled about twice as many potatoes per plant as the average plant using the abrasive method. Peeling losses with the abrasive method ranged from 10 to 48 percent; with the caustic, 5 to 28 percent. Data were insufficient to arrive at figures on losses by the steam method.

A copy of Marketing Research Report No. 105, "The Commercial Potato Peeling Industry (A Survey)" may be obtained from the Marketing Information Division, Agricultural Marketing Service, USDA, Washington 25, D. C.

Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1954	1955
	(thousands of dozens)	
Canner stocks, Jan. 1	65,305	74,083
Pack, Jan.-Aug.	97,252	95,689
Supply	162,557	169,772
Canner stocks, Sept. 1	59,572	64,331
Canner shipments, Aug.	12,690	13,730
Canner shipments, Jan.-Aug.	102,985	105,441

Stocks of Apple Products on Sept. 1 and August Shipments

Reports on canners' stocks and shipments of canned apples and applesauce have been issued by the N.C.A. Division of Statistics, and detailed reports covering the September 1 stock and shipment situation have been mailed to all canners of these apple products.

	Carry-over month	Case basis	Supply 1954	Supply 1955	Canners' Stocks, Sept. 1 1954	Canners' Stocks, Sept. 1 1955	Shipments during August 1954	Shipments during August 1955
			(thousands of cases)					
Apples	Aug.	6/10	214	1,053	142	*865	72	188
Applesauce	Aug.	actual	1,580	3,452	1,044	2,631	536	821

* Stocks consist of 930,226 actual cases, comprising 656,107 6/10's, 265,622 24/2's, 160 48/8Z's, and 8,337 cases in miscellaneous container sizes.

Invitations for Bids

Quartermaster Market Centers: 226 W. Jackson Blvd., Chicago 6, Ill.; 1321 Pendleton St., Columbia, S. C.; Felix at Hemphill St., Fort Worth, Tex.; 623 Hardesty Ave., Kansas City, Mo.; 1206 Santee St., Los Angeles, Calif.; Port of Embarkation, Unit 3, New Orleans, La.; 29th St. and 3d Ave., Brooklyn, N. Y.; 2165 Webster St., Alameda, Calif.; 1709 Kally Rd., Richmond, Va.; P. O. Box 3225, Seattle, Wash.

Veterans Administration: General Supplies Section, Procurement Division, Supply Service, Washington 25, D. C.

The Walsh-Healey Public Contracts Act may apply to all operations performed after the date of notice of award if the total value of a contract is $10,000 or over.

New York has invited bids to furnish:

CRANBERRY SAUCE—94,296 lbs. in No. 300 cans, jellied or strained or whole. Fed. Spec. 2-C-656 (Grade A) (NIP 214). Bid opening Oct. 8.

Forthcoming Meetings

October 7-8—Texas Canners Association, Annual Meeting, Anelra Hotel, Monterrey, Mexico

October 13-15—Florida Canners Association, Annual Meeting, Fontainebleau Hotel, Miami Beach

October 19-21—National Pickle Packers Association, Annual Convention, Sheraton Hotel, Chicago

October 30-November 2—National Association of Food Chains, 22d Annual Meeting, Chicago

October 31-November 1—Iowa-Nebraska Canners Association, Annual Meeting, Fort Des Moines Hotel, Des Moines, Iowa

November 3—Illinois Canners Association, Fall Meeting, Bismarck Hotel, Chicago

November 3-4—Ozark Canners Association, Annual Fall Meeting, Colonial Hotel, Springfield, Mo.

November 7-8—Wisconsin Canners Association, 51st Annual Convention, Schroeder Hotel, Milwaukee

November 11-15—American Meat Institute, Annual Convention, Palmer House, Chicago

November 16-18—Indiana Canners Association, Annual Convention, French Lick Springs Hotel, French Lick

November 16-18—Association of Food Industry Sanitarians, National Convention, Hotel El Rancho, Sacramento, Calif.

November 16-18—Grocery Manufacturers of America, Inc., Annual Convention, Waldorf-Astoria Hotel, New York City

November 21—Pennsylvania Canners Association, 41st Annual Convention, Penn Harris Hotel, Harrisburg

November 28—Association of Pacific Fisheries, Annual Convention, Olympic Hotel, Seattle

December 1-2—Tri-State Packers Association, Annual Convention, Benjamin Franklin Hotel, Philadelphia

December 1-2—Georgia Canners Association, Annual Convention, Daytona Plaza Hotel, Daytona Beach, Fla.

December 5-6—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

December 5-6—Ohio Canners Association, 48th Annual Convention, Carter Hotel, Cleveland

December 5-8—Vegetable Growers Association of America, 47th Annual Convention, Washington, D. C.

December 6—Maine Canners Association, Annual Meeting, Falmouth Hotel, Portland

December 7—Minnesota Canners and Freezers Association, 49th Annual Convention, St. Paul Hotel, St. Paul

December 8-9—New York State Canners and Freezers Association, 70th Annual Convention, Hotel Statler, Buffalo

January 4-6—Illinois Canners Association, Canners School, University of Illinois, Urbana

January 9-10—Canners League of California, Second Annual Conference for Processors' Fieldmen, University of California, Davis

January 16-18—Michigan Canners and Freezers Association, Canners School, Michigan State College, East Lansing

January 16-21—National Food Brokers Association, Annual Convention, Atlantic City, N. J.

January 17-21—NATIONAL CANNERS ASSOCIATION, 49th Annual Convention, Atlantic City, N. J.

January 19-21—Canning Machinery and Supplies Association, Annual Convention and Exhibit, Atlantic City, N. J.

January 23-25—Indiana Canners Association, Canners and Fieldmen's School, Purdue University, Lafayette

Jan. 29-Feb. 1—National Association of Frozen Food Packers, Annual Convention, Waldorf-Astoria, New York City

Better Homes and Gardens

In the October issue of *Better Homes and Gardens* magazine, one of the articles is entitled "With Deviled Ham You May . . ."

The article says, "It's the easy thing to do—spread, stuff, or stir your way to speedy snacks, lunches with canned deviled ham. Minute-saving tricks with this handy standby will pop up appetizers, casseroles, scrambled eggs." Black and white photographs show the various ways to use deviled ham.

Other canned foods used in the recipes are catsup, cream of celery soup, corn, pork and beans, and tomatoes.

Room Reservations for 1956 Convention

Members who desire rooms at the 1956 Convention are urged to complete the room request form and return it promptly to N.C.A. Rooms are now being tentatively assigned.

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